SM Plates

2021-22

SAY NO TO JUNK FOOD!

Presented by Akhil, Ayansh, Paridhi, Ryan, Hasini, Avyay, Tanya, Aadya, Ananya, Chirag, Shiv, Nethikk, Nacksh, Sahasa, Eshwari, Mukund, Advik, Vihaan, Daniel, Sanjeev, Vikhyath,

Our
Approach

We started exploring...

- Junk food
- Impact of junk food
- Peservatives and calories

Our Journey so far

What is Junk??
Collected data
through survey

Self check
survey
Analyzed data

Worked on
outputs

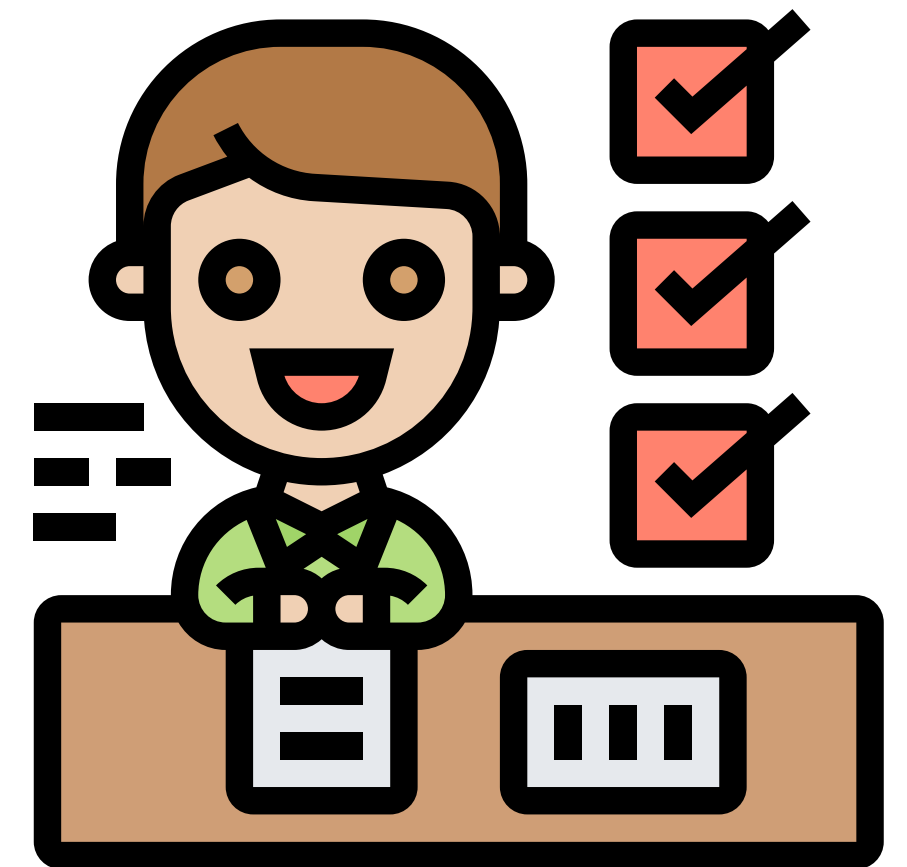| JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |

Why SM Plates
mission?

Arrived at
problem
statement
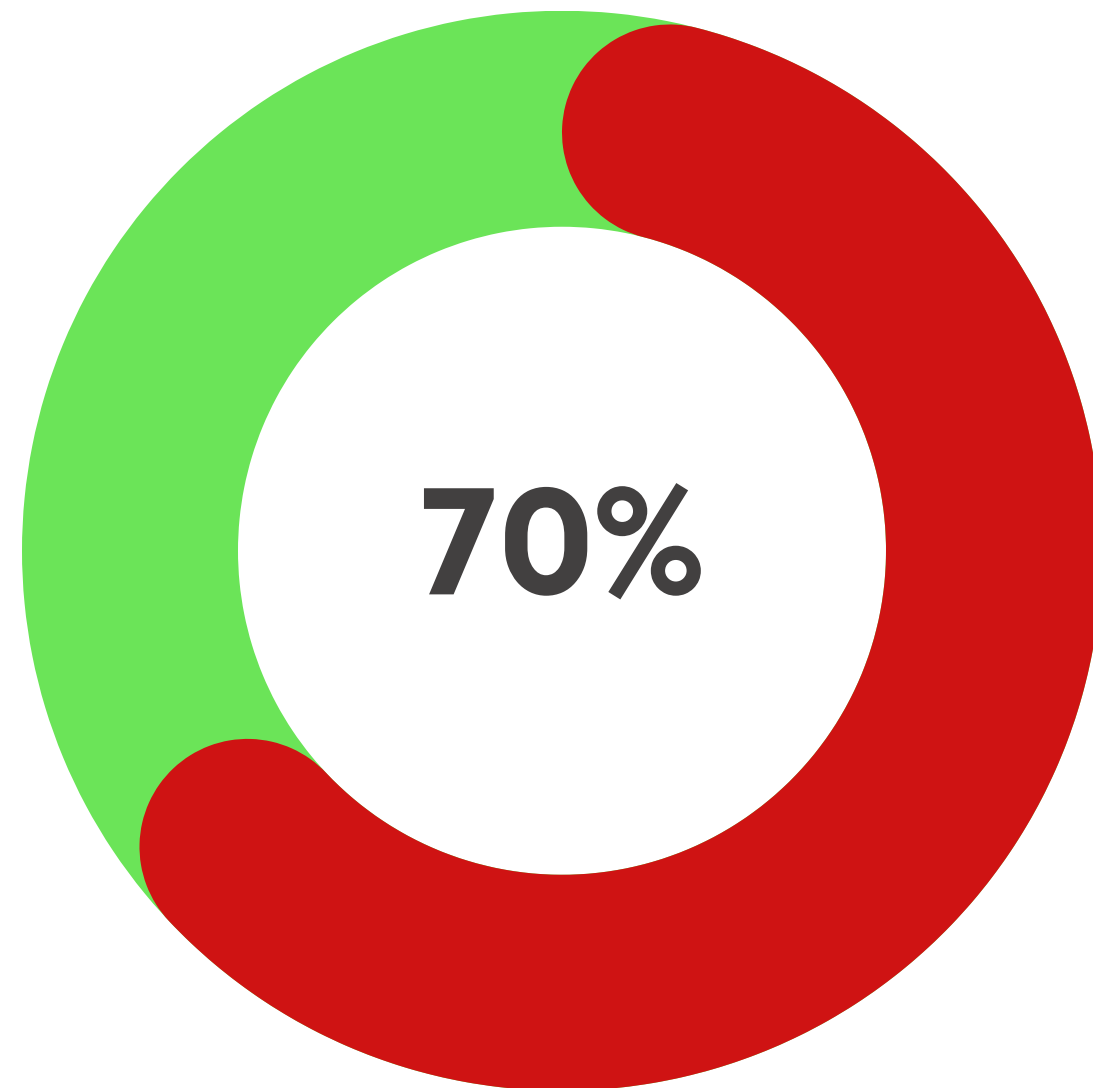
Collected data
through parent
interview

Primary level research!!

SURVEYED THE SM FAMILIES (300 families)

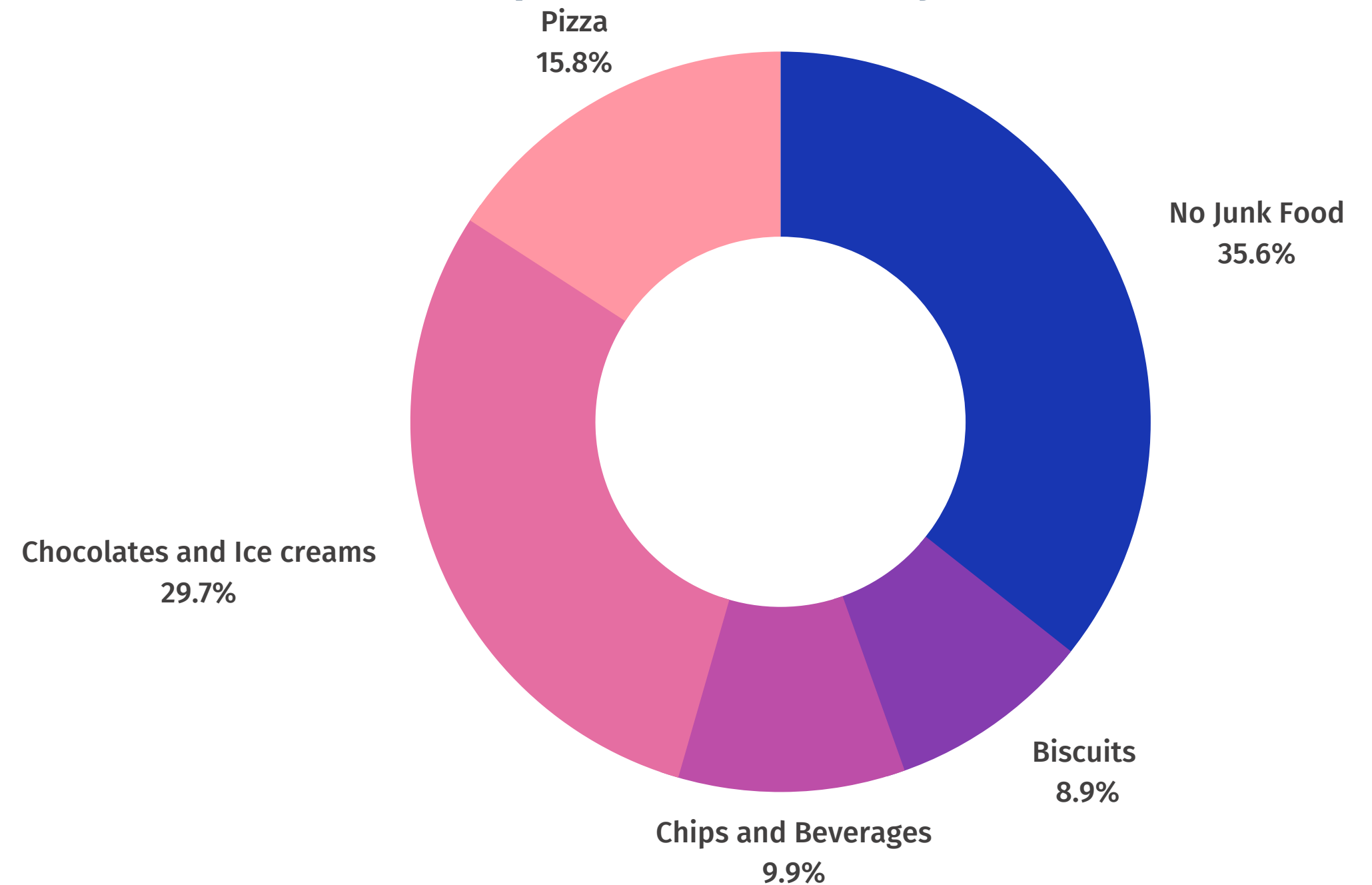To understand the eating practices of people in our SM community.

Do you like to eat junk food?


70%

70 % of people said yes for Junk food.

Which is your favorite junk food?

Pizza
15.8%

No Junk Food
35.6%

Biscuits
8.9%

Chips and Beverages
9.9%

Chocolates and Ice creams
29.7%

Fav junk food of 30% people who said NO

People know that junk food is not good and they still eat it.

- How might we motivate them (who - general, all or children?) to adopt or choose healthier options
- How do we increase awareness of harms of eating junk food
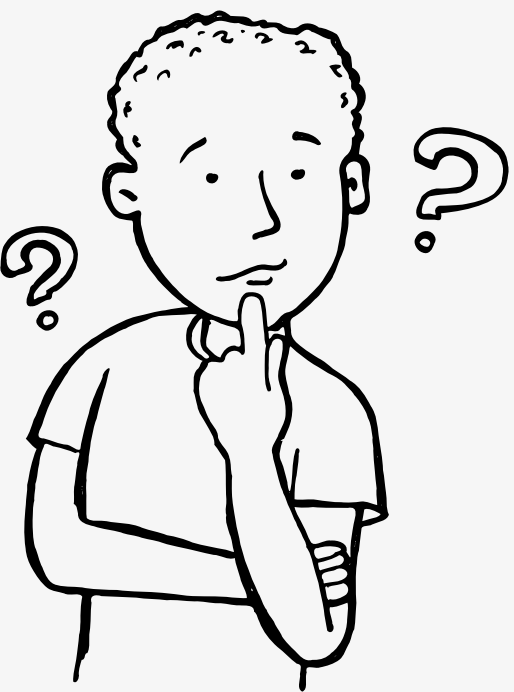
2nd Level Research

Self Check Survey

Close to 60 children tracked themselves for a period of 15 days to check their practices at homes. We are looking at the 5 day consistent data.

Part 1 — Breakfast, lunch and Dinner menu

Part 2 — Had a balanced meal?

Part 3 — Met my calorie intake?
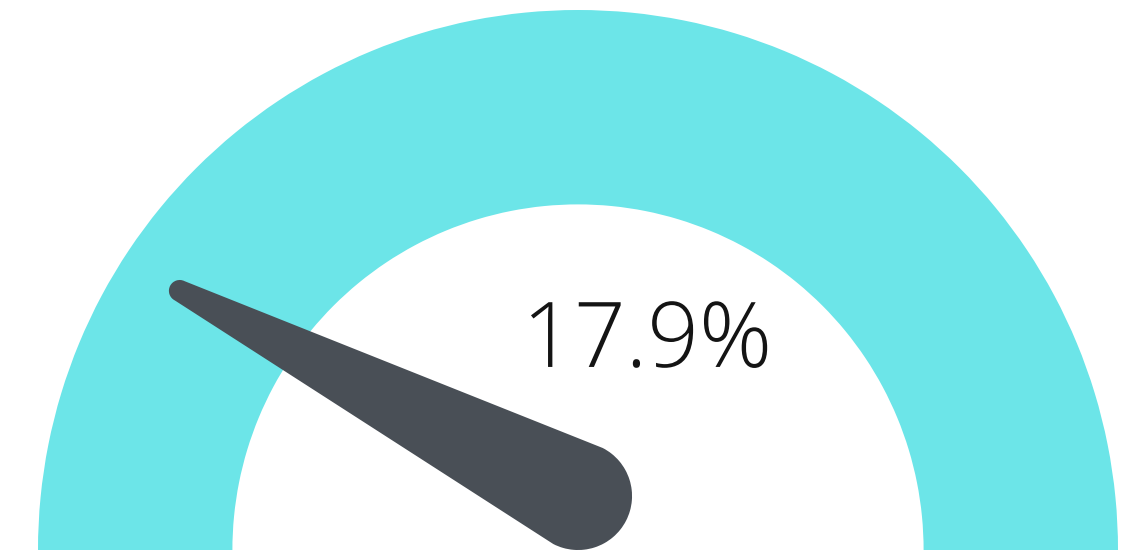
Part 4 — Meals ordered from outside

Self survey results

What did you have in your breakfast, lunch snacks and dinner?

DAILY MEALS - HOMEMADE VS OUTSIDE

	BREAKFAST	LUNCH	SNACKS	DINNER
Outside Food	36	30	128	32
Homemade Food	264	263	111	262

Outside Food
Homemade Food
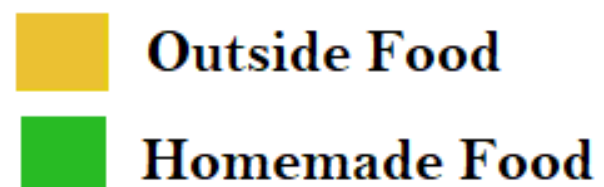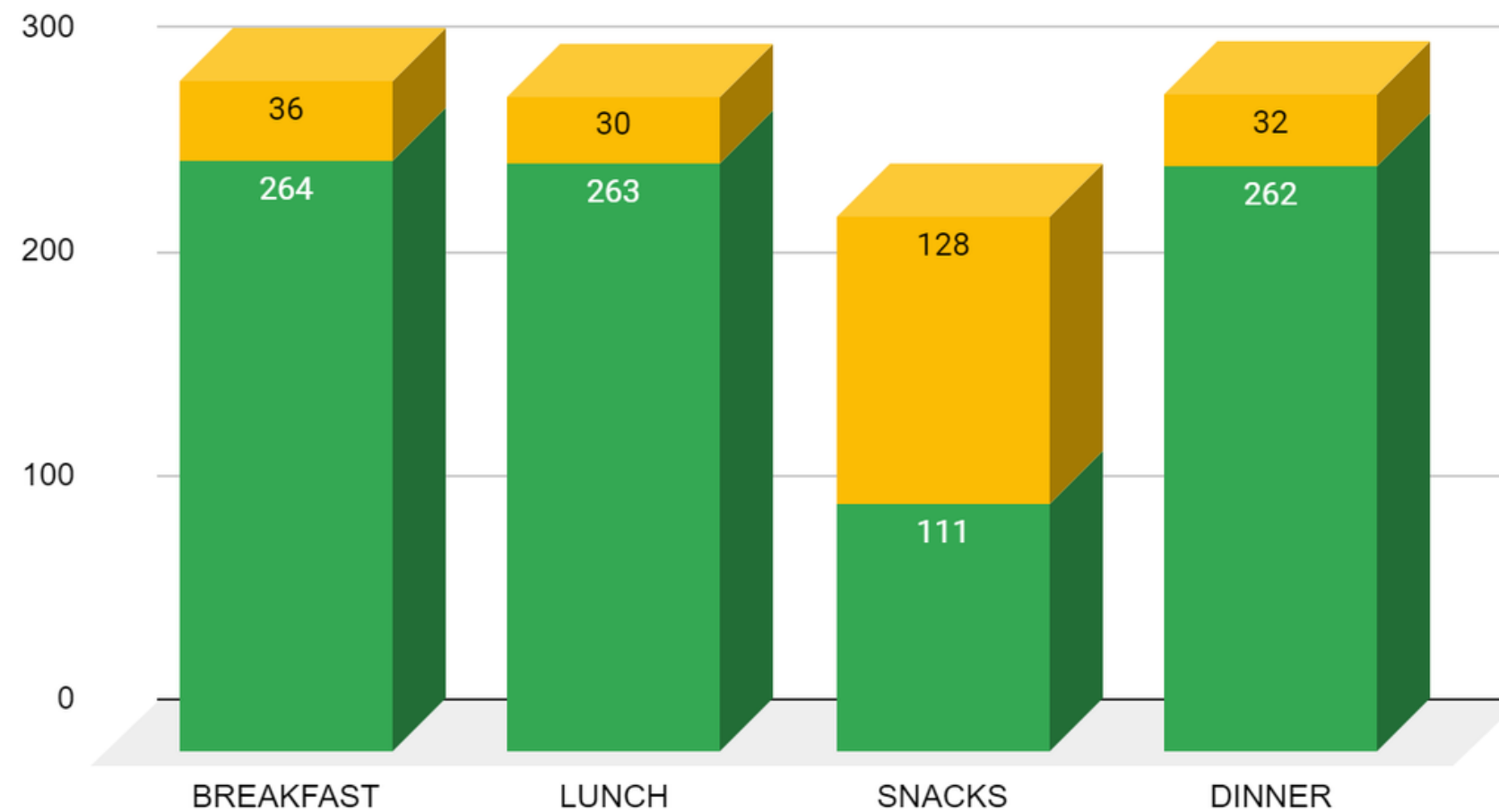
Maximum meals were ordered from outside during snacks time.

Were all your meal balanced?

17.9%

Only 18% children had balanced meal.

We wondered!!

How can we ensure a balanced meal?

Meals I ordered from outside

7. How many meals did I order from outside today?

Did you meet your calorie intake?

39%

Only 39% met.

We wondered!!

How did they do their calorie breakdown?

Approx 30% meals were ordered from outside. Were they healthy? Or junk? Were they ordering healthy meals or pizza or curries or something else?

01 Understanding of junk food among people?

02 Calorie breakdown

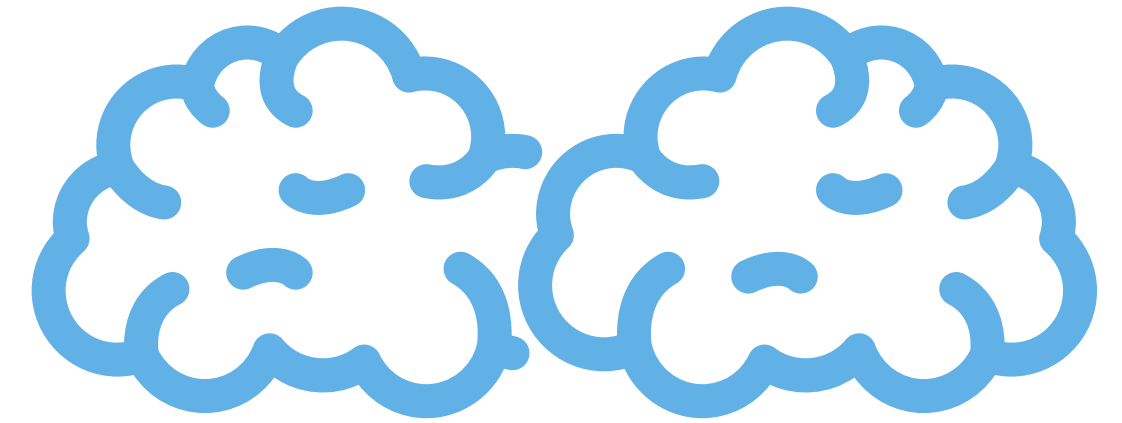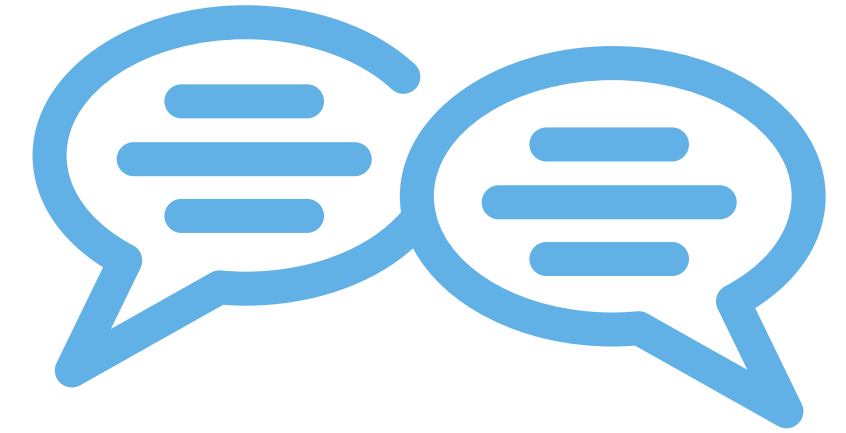**03** Cause of attraction towards junk food?

04 Impact of junk food

WE WONDERED!!

And we came up with few questions for the parent interview!!
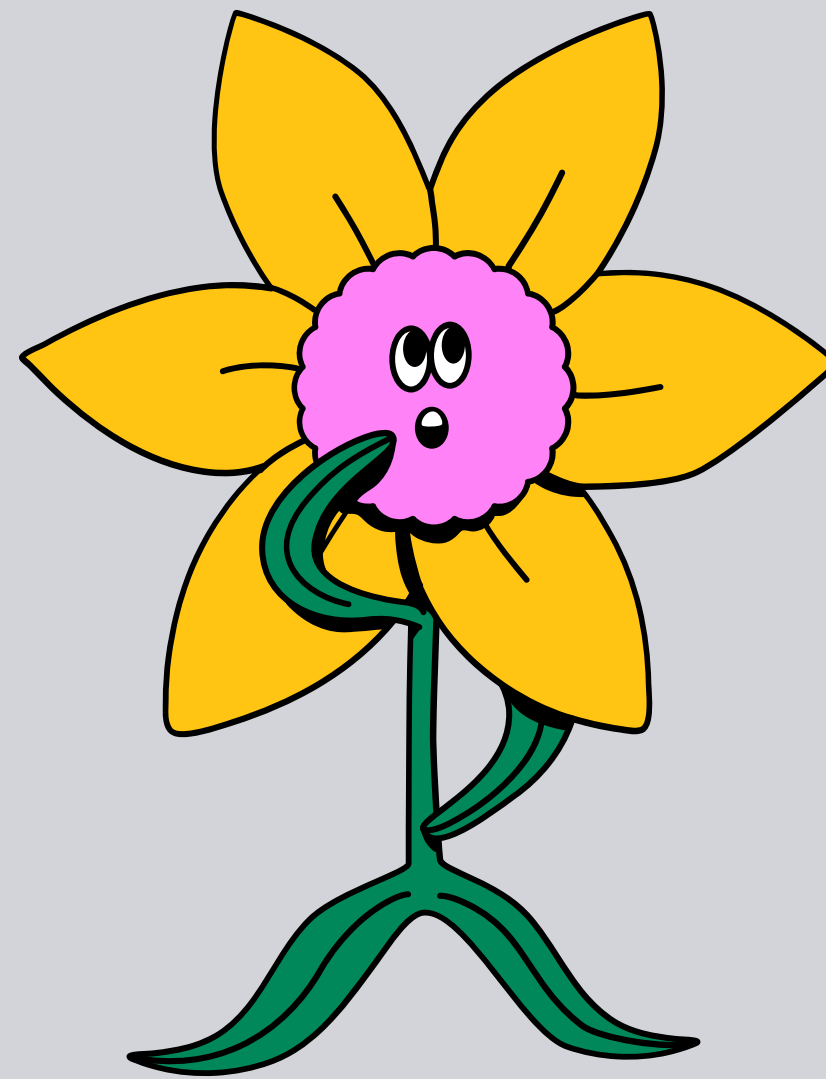
What did our community say?

Let's have a look!

THEIR UNDERSTANDING OF JUNK FOOD-

-Does not come from the kitchen.
-No vitamins or minerals .
-Harmful to health.

-Added Sugar.
-Oily and unhealthy food
-Packaged Food
-Has chemicals

-Processed food
- Lot of preservatives or artificial colors, sweeteners
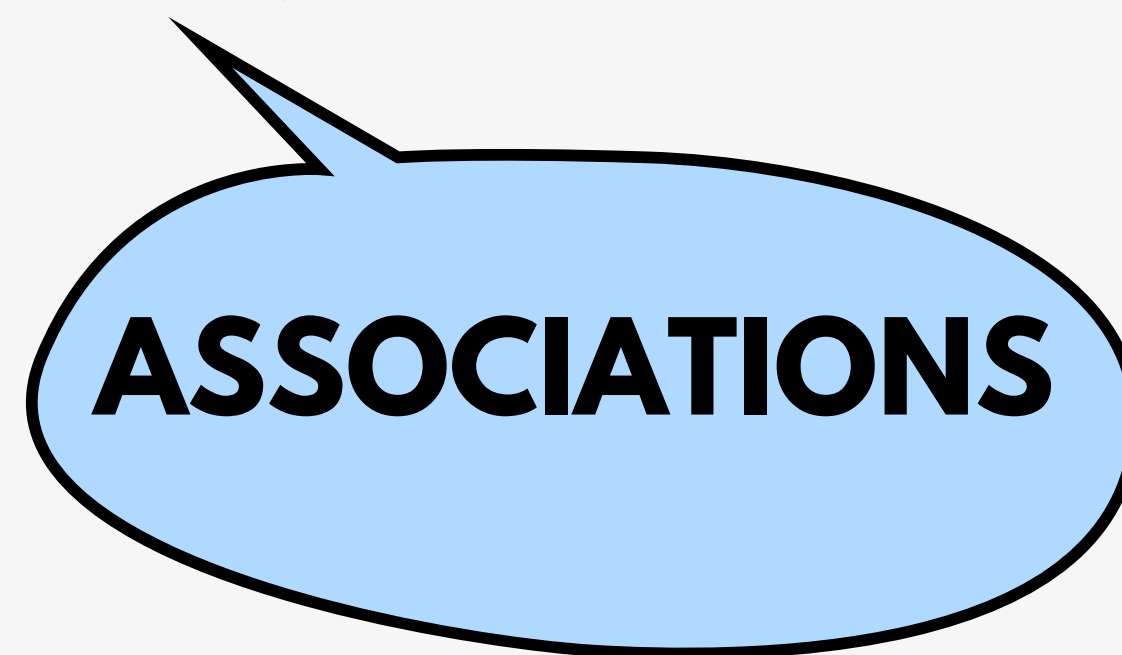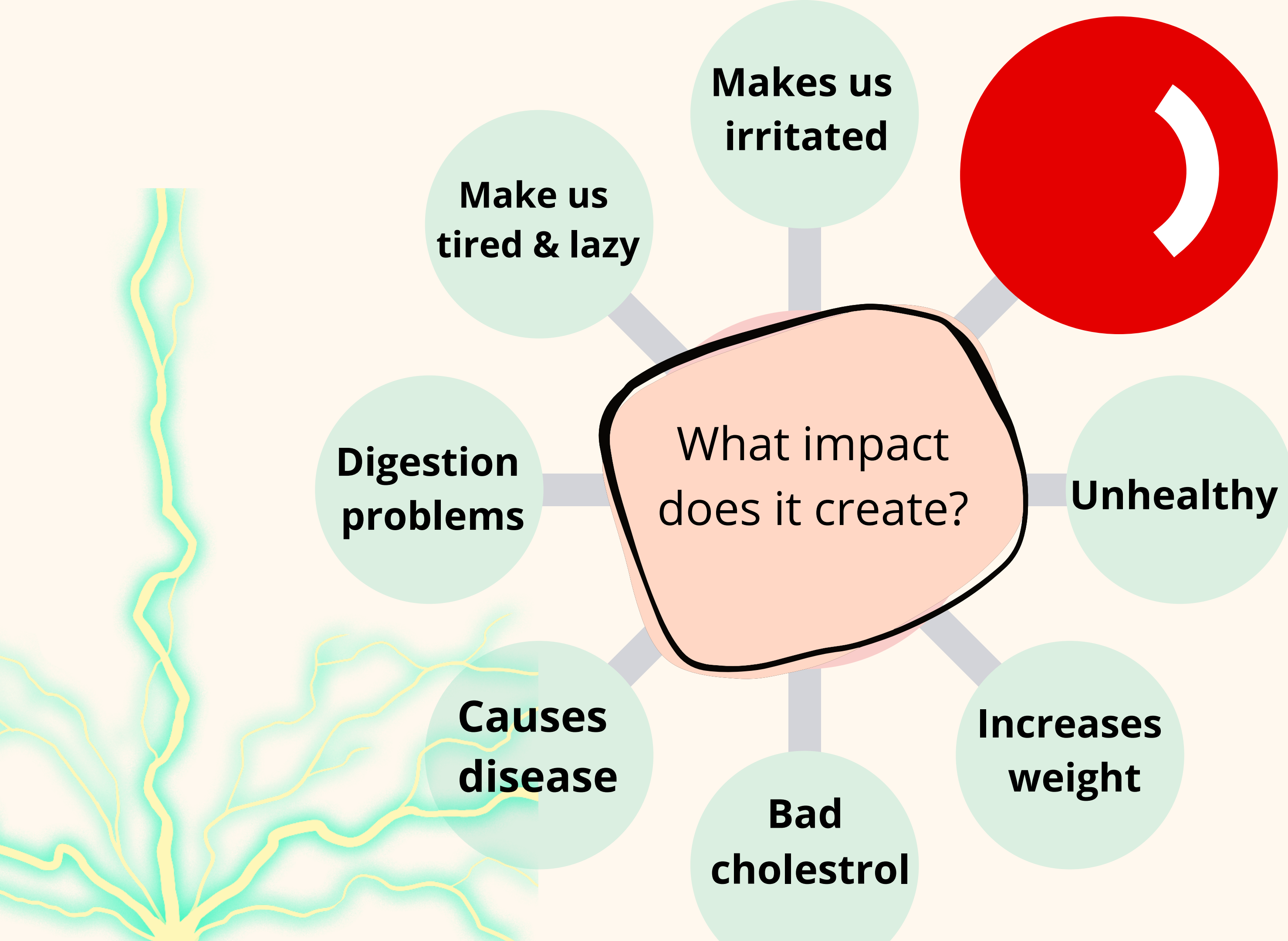
We were still wondering!
We know what the problem is but now, what's next?

We take the ownership!

Who will take the responsibility?

How can we create awareness?

SM PLATES

I, a member of mission SM Plates pledge that

1. I will try not to eat junk food because I want to stay healthy.
2. I will take care of my diet and health because my health is my responsibility.
3. I will pay attention to what I am eating. I will check the nutrients label given on the packet.
4. I will try eating all kinds of vegetables and fruits and stay away from diseases.
5. I will remember to drink at least 6-8 glasses of water daily.
6. I will try to eat a balanced meal daily.
7. If I am craving for junk food, I will reduce my intake.
8. If I organize a party or I go to a party, I will try creating and picking a healthier menu.
9. If I really feel like eating junk food, I will check if it is prepared with healthier ingredients.
10. I will create awareness about the impact of junk food.

PROBLEMS?

HOW CAN WE ARRIVE AT SOLUTIONS?

COMPONENTS OF JUNK FOOD?

WE DID SOME MORE RESEARCH

What makes food junk? What are the components?

How can we classify a food item as healthy or unhealthy?

We have created an output based on it.

UNHEALTHY

10	
9	
8	
7	
6	
5	
4	
3	
2	
1	
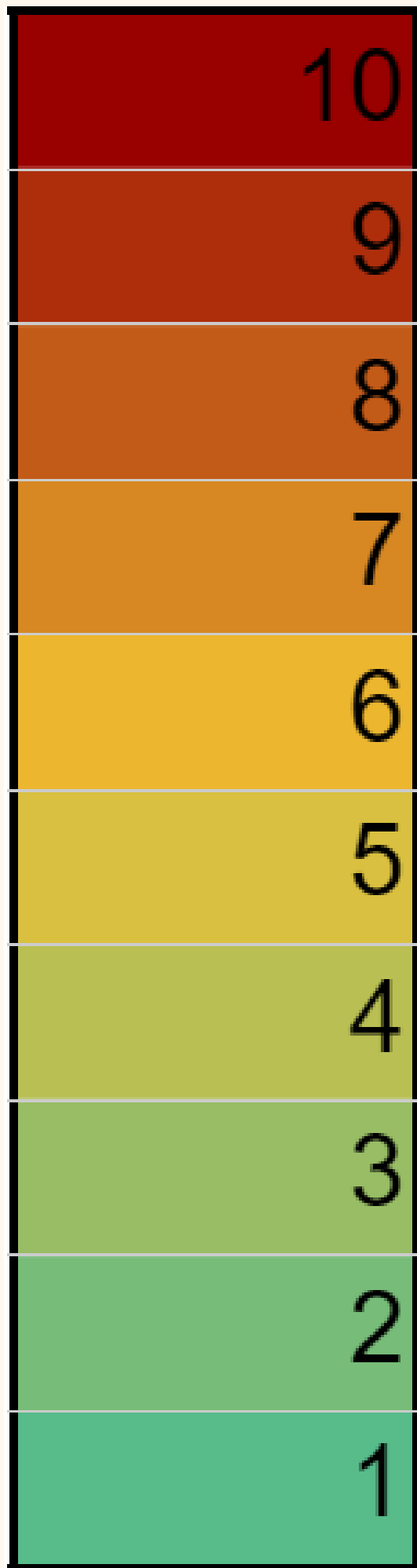
HEALTHY

JUNKOMETER

Based on the components of junk food.

- Oil content
- Artificial flavours/ Preservatives
- Nutrient value
- Calories
- Sugar
- Homemade/Outside
- Ingredients

JUNKOMETER RESULTS
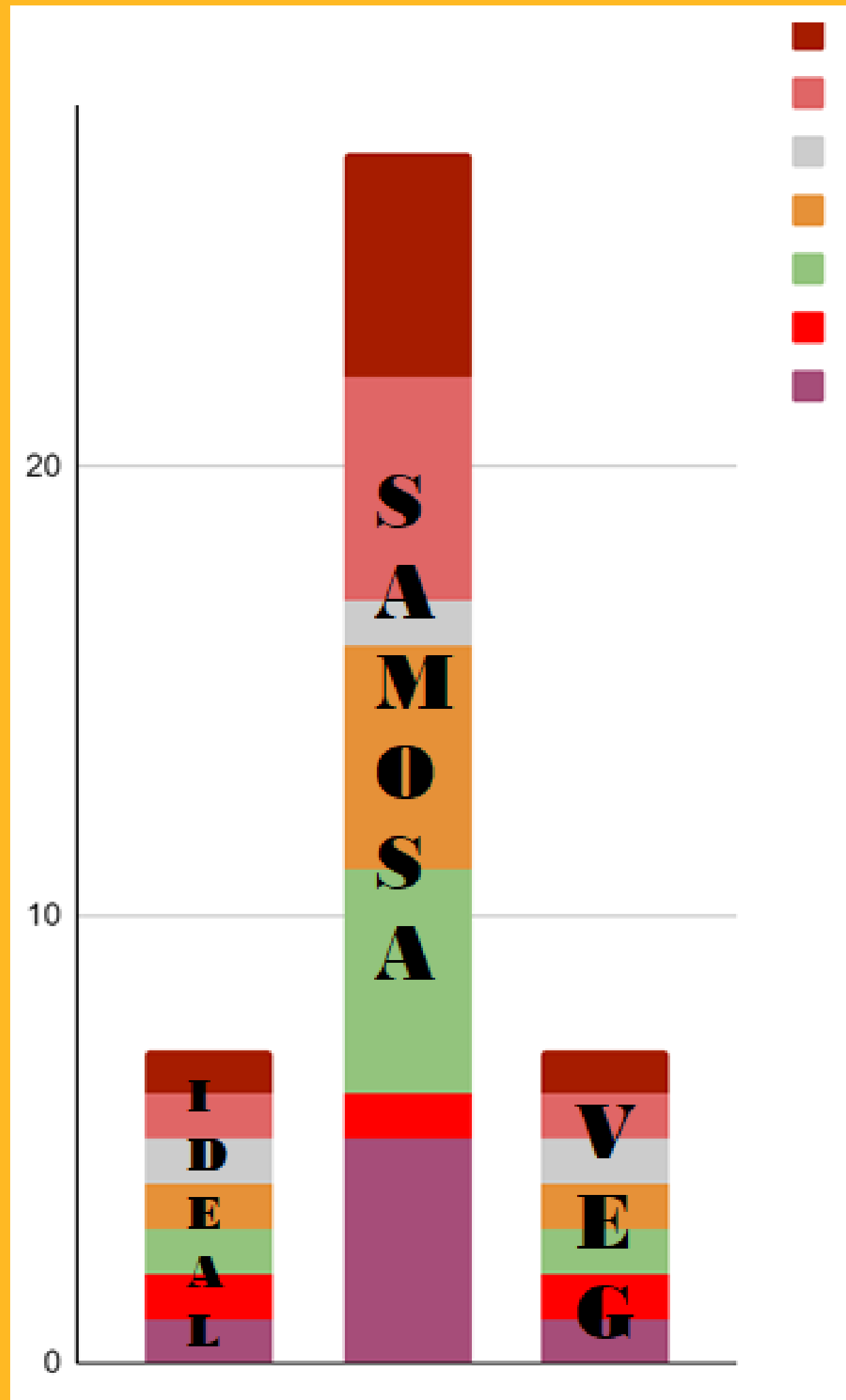
Comparing junk levels between the ideal food item vs other food items.
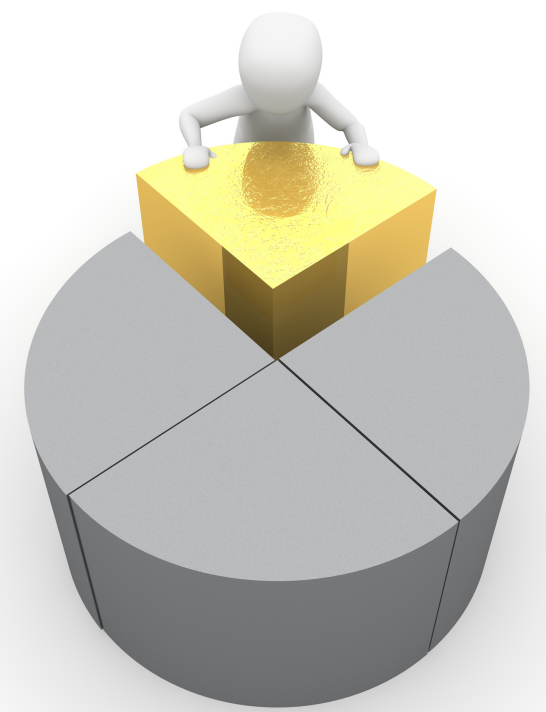
NEVER EAT JUNK.

JUNK FOOD MAKES YOU SICK!